

REMARKS

The present Amendment amends claims 1-4, 41 and 42 and leaves claims 6, 8, 10, 11, 13, 15, 17, 19-21, 24, 26, 28, 29, 31, 33, 35 and 37-39 unchanged.

Therefore, the present application has pending claims 1-4, 6, 8, 10, 11, 13, 15, 17, 19-21, 24, 26, 28, 29, 31, 33, 35, 37-39, 41 and 42.

Claims 1-4, 8, 11, 13, 17, 19, 20, 26, 29, 31, 35, 37, 38, 41 and 42 stand rejected under 35 USC §102(e) as being unpatentable over Mankoff (U.S. Patent No. 6,385,591); and claims 6, 10, 21, 24, 28, 33 and 39 stand rejected under 35 USC §103(a) as being unpatentable over Mankoff in view of Souissi (U.S. Patent No. 6,327,300). These rejections are traversed for the following reasons. Applicants submit that the features of the present invention as recited in the claims are not taught or suggested by Mankoff or Souissi whether taken individually or in combination with each other as suggested by the Examiner. Therefore, Applicants respectfully request the Examiner to reconsider and withdraw these rejections.

Amendments were made to the claims so as to more clearly describe features of the present invention. Particularly, amendments were made to the claims to more clearly recite that the present invention provides a electronic couponing method and apparatus wherein the coupon information including a coupon identification number is wirelessly transferred by pushing to a first portable terminal and stored therein, and wherein pushing as per the present invention is performed without requiring action by the first portable terminal.

Further, amendments were made to the claims to more clearly recite that the present invention provides an electronic couponing method and apparatus wherein a

user of the first portable terminal is permitted to initiate a coupon matching sequence in the first portable terminal that compares the stored coupon information with promotions in effect at a retail outlet when entered and if a match occurs granting discounts on goods and services to the user.

The above described features of the present invention now more clearly recited in the claims are not taught or suggested by Mankoff or Souissi whether taken individually or in combination with each other as suggested by the Examiner.

Mankoff teaches an electronic couponing method. However, there is no teaching or suggestion in Mankoff that the coupon information is wirelessly pushed to the portable electronic terminal so as to not require any action on the part of the portable terminal as in the present invention. Further, there is no teaching or suggestion in Mankoff wherein the user in possession of the portable terminal can initiate a coupon matching sequence in the portable terminal when the user enters the retail outlet as in the present invention. According to the present invention the coupon matching sequence compares the coupon information stored in the portable terminal with wireless transmissions of promotions in effect at the retail outlet when the retail outlet is entered and if a match occurs then the user of the portable terminal is granted discounts on goods and services and other benefits. These features are also not taught or suggested by Mankoff.

Thus, as is clear from the above, Mankoff does not teach or suggest various features of the present invention now more clearly recited in the claims. Therefore, the 35 USC §102(e) rejection of claims 1-4, 8, 11, 13, 17, 19, 20, 26, 29, 31, 35, 37,

38, 41 and 42 /under 35 USC §102(e) as being anticipated by Mankoff is respectfully requested.

The above noted deficiencies of Mankoff are not supplied by Souissi. The Examiner merely relies on Souissi for an alleged teaching of a bluetooth radio link. At no point is there any teaching or suggestion in Souissi of the above noted deficiencies of Mankoff. Thus, combining the teachings of Mankoff and Souissi still fails to teach or suggest the features of the present invention as now more clearly recited in the claims. Therefore, reconsideration and withdrawal of the 35 USC §103(a) rejection of claims 6, 10, 15, 21, 24, 28, 33 and 39 as being unpatentable over Mankoff in view of Souissi is respectfully requested.

The remaining references of record have been studied. Applicants submit that they do not supply any of the deficiencies noted above with respect to the references utilized in the rejection of the claims.

In view of the foregoing amendments and remarks, Applicants submit that the claims are in condition for allowance. Accordingly, early allowance of the present application is respectfully requested.

To the extent necessary, the applicants petition for an extension of time under 37 CFR 1.136. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, or credit any overpayment of fees, to the deposit account of Antonelli, Terry, Stout & Kraus, LLP, Deposit Account No. 01-2135 (0171.37906X00).

Respectfully submitted,

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